

## Daily Maui News

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Issued Daily Except Sunday.

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JOSEPH H. GRAY

EDITOR

TUESDAY

DECEMBER 12, 1922

### BUYING AT HOME

Honolulu merchants have decided to meet "barrage with barrage" and have issued a "Mail Order Catalog" to counter the inroads made upon their trade by Mainland mail order houses. The catalog is issued by F. R. Heath, Limited, which announces it has opened a "Mail Order Service Bureau."

On the cover of the catalog is the slogan "Buy at Home" but within it says that it is designed to show the "buyers of the Territory" that mail order houses competition is met with better prices and a second slogan is sounded, "Patronize the Merchants of Honolulu." Copies have been received on Maui.

In the capital city there have been signs of an awakening for some time past. More advertising space is used in the daily papers than formerly and prices are quoted liberally, which was not done to any great extent until recently.

No good reason can be advanced why the Honolulu houses should not reach out for and take business from the other islands—if they can get it. They want that business and they show it.

This paper always advocates and will advocate buying at home where the goods are obtainable and an even break or nearly an even break can be secured in home buying but it has not had cooperation from some sources where it might expect it.

Some of the concerns that benefit most from home buying and suffer worst from loss of trade that leaves Maui do nothing to help themselves. They do not tell the home folk what they have and what are the prices. They do not recognize that the first thing to do is to get possible customers into the stores and that such customers will then see and buy goods that attract. They take an "every

one knows we are here and if they want anything they'll come in" attitude. They do not advertise. They do not tell the public when they have new lines of goods and what those lines are priced at. They appear to be satisfied to get the trade of those who come into their stores. They do not even try to tell those who habitually buy by telephone that there is something in those stores that is worth while to come in and see.

The course of such concerns is like a restaurant that went broke at St. Louis exposition in the early stages of that big show. It spent a lot of money for attractive signs announcing viands and prices and put them up inside the building.

Newspaper advertising space is much cheaper than circular and catalog advertising. A Honolulu concern brings lines of goods over here and uses a page or a half page of newspaper display advertising space. It gets the business or it would not come again. Honolulu houses use newspaper space in all the papers of the other islands constantly.

If Maui concerns want to meet Honolulu competition they can do so by taking the general public into their confidence through the newspapers and telling them from time to time what they have and what the prices are. They get buyers in to see those goods and those buyers see other things they want.

"John Jones Sells Shoes" is advertising of a sort but when his ad says "John Jones has a new line of shoes to sell at \$4 the kind that usually sell at \$5" then he is saying something worth his while.

Home concerns that are satisfied to take what happens to come their way have no legitimate kick if some one more wide awake grabs their customers and sells the goods.

It is good news for the children that is carried today in the story of the community trees for more than 7000 Maui kiddies.

Wailuku and Puunene are running neck and neck in the start of the 1923 sugar campaign.

When the United States in war days brought anything in Europe it paid cash. For its road building in France and all construction work it paid cash. For supplies purchased it paid cash. For transportation it paid cash. What it sold the Allies was on credit, mostly. It therefore its pretty hard to have the cash buyer asked to cancel the debt of its credit customer.

Wailuku post office had a waiting line yesterday afternoon seeking to get bundles away in time to reach mainland friends by Christmas. There is always the sentiment to get presents to the recipients just before Christmas day and that sentiment always clogs the postal service.

When one looks over the requests of the department of public instruction for the next bi-annual period there are two words that suggest themselves. "Some Budget."

## TAKE IT FROM SANTA CLAUS

You can't choose better when selecting your gifts than in buying something useful and best of all is something to wear.

No where on Maui can you find so wide a range of choice as in the BOSTON STORES.

No where on Maui can you buy at such low prices.

For him: Buy shirts or neckties or underwear, collars, something he will use every day.

For her: There are waists and blouses, laces ribbons and two whole stores full of other things.



## THE BOSTON STORE

Orpheum Building Wailuku

Open Nights

Pioneer Garage, Lahaina

# To Los Angeles



## S. S. City of Los Angeles

Sails Saturday, Dec. 16

From Honolulu

Famous for luxuriousness of appointments, excellence of service and variety of entertainment features—the palatial liner City of Los Angeles is the largest ocean liner under the American flag. Everything possible is done to promote your comfort and enjoyment.

## Via the Great Circle Route of Sunshine

When you travel to the mainland, sail by way of the delightful southern route—the route of sunlit seas and balmy zephyrs—straight to Los Angeles. This is the best time of the year to visit Southern California.

FORTNIGHTLY SAILINGS DIRECT BETWEEN  
HONOLULU AND LOS ANGELES

S. S. President Harrison Sails Saturday, Dec. 30

For reservations, fares and full particulars address:  
B. F. Dillingham Co., Ltd., Fort and Queen Streets, Honolulu  
Agents for Hawaiian Islands

LOS ANGELES STEAMSHIP CO.  
Managing Operators for

UNITED STATES SHIPPING BOARD

DEPENDABLE FREIGHT  
SERVICE

—for automobiles and  
—general merchandise—  
direct between Honolulu  
and Los Angeles.



### CIRCUIT COURT, SECOND CIRCUIT TERRITORY OF HAWAII.

At Chambers—In Probate No. 1945

Estate of ARTHUR W. COLLINS,  
Deceased.

BISHOP TRUST COMPANY, LIMITED, having filed a document purporting to be the Last Will and Testament of said deceased with a petition praying for probate thereof and issuance of Letters Testamentary to it.

All parties interested or concerned are notified to appear in the Court Room of Hon. D. H. Case, in the Judiciary Building, Wailuku, Maui, T. H., Thursday, December 28th, 1922, at 10 o'clock, A. M., to show cause, if any they have, why said petition should not be granted.

BY ORDER OF THE COURT:  
Wailuku, Maui, T. H., November 20th, 1922.

MANUEL ASUE,  
Clerk of Said Court.  
(Seal of Court.)  
(Nov. 21, 28, Dec. 5, 12.)

### IN THE CIRCUIT COURT OF THE SECOND JUDICIAL CIRCUIT, TERRITORY OF HAWAII.

At Chambers: In Probate:

In the Matter of the Estate of Louis  
von Tempky, Deceased.  
Probate No. 1946.

### ORDER OF NOTICE.

Petition of ERNEST H. WODEHOUSE alleging that Louis von Tempky, a resident of Makawao, Maui, died at said Makawao on or about November 26th, 1922, leaving a last Will and Testament and praying that Letters Testamentary issue to H. A. Baldwin and Letters of Administration with the Will Annexed to Barton J. Bridgeford having this day been filed.

IT IS ORDERED that Thursday, the 11th day of January, 1923, at 10 o'clock, A. M., be and hereby is appointed for hearing said Petition in the Court Room of this Court in the Judiciary Building in Wailuku, Maui, T. H.

Dated at Wailuku, Maui, T. H., this 5th day of December, 1922.

By the Court,  
MANUEL ASUE,  
(Seal of Court) Clerk.  
(Dec. 5, 12, 19, 26.)

## ICHIKI HOTEL

ROOMS \$1.00 PER NIGHT  
Reasonable rates by the week or month.  
Wailuku, Phone 136-A Maui, T. H.

## Paia Mercantile Co.

GENERAL MERCHANDISE  
Groceries, Cigars, Refreshments  
Lower Paia, Maui.

## Honolulu Paper Co., Ltd.

Everything in paper, stationery and supplies. Prices quoted on application and samples submitted

## Your Daily Need Is Protection

Against fire in your home or place of business, accident or sickness to yourself, dependency when you're old and for wife and family in case of your death. All lines of insurance protection in the strongest companies.

## The Baldwin Bank, Ltd.

Kahului

Insurance Department

Wailuku

## FOR CHRISTMAS Wearever Aluminum

THIS IS REAL ALUMINUM

PUUNENE STORE

WE ARE PLEASED TO ANNOUNCE THAT

The Wailuku Hardware & Grocery Co., Ltd.

WAILUKU, MAUI

HAVE BEEN APPOINTED AGENTS FOR  
EAST MAUI, FOR

A. G. Spalding & Bros.

FAMOUS

TENNIS, BASEBALL AND ATHLETIC GOODS

E. O. Hall & Son, Ltd.

Distributors for the Territory.

## HOW ABOUT THE JAPANESE?

Are you getting all the business from them you want? If not, you can reach them in only one sure way, in their own language. Tell them what you have that they want in advertisements and in hand-bills.

Issued Semi-Weekly MAUI RECORD N. K. Otsuka, Prop.

JOB PRINTING

Translations from English to Japanese and Japanese to English

## Certain-teed Roofing



Buy Roofing by the Year  
—Not by the Roll

Quality is necessary if you expect long service. You get quality at the right price when you buy Certain-teed Roofing. Vast resources and great economies in Certain-teed manufacturing and distribution enables us to sell you Certain-teed quality at practically the same price you would pay for lower quality in other brands.

For Hawaii climate, Certain-teed Roofing is ideal;—rain does not affect it, sun does not melt it and sparks will not ignite it.

Certain-teed Roll Roofing comes smooth or slate surfaced—shingles come red or green, either individual or 4 width.

## PAN-PACIFIC TRADERS, LTD.

WHOLESALE DISTRIBUTORS FOR HAWAII

HOTEL AND BETHEL STS., HONOLULU

N. SANO, WAILUKU

Retail Dealer on Maui

## MATSON NAVIGATION COMPANY DIRECT SERVICE BETWEEN HONOLULU, MAUI AND SAN FRANCISCO

FOR SAN FRANCISCO:

MATSONIA December 13, 10 a. m., Pier 15  
MANOA December 20, 10 a. m., Pier 15

For particulars apply to—

CASTLE & COOKE, LTD.

FORT AND MERCHANT STS. AGENTS, HONOLULU